

WHAT IS CLAIMED IS:

1 1. A system for issuing receipts and advertising including an  
2 apparatus for printing receipts and the like, the system  
3 comprising:

4 a consumable item including an ad information retaining  
5 section for retaining ad information;

6 a consumable item loading section for loading the consumable  
7 item to the printing apparatus;

8 an ad information reading section for reading the ad  
9 information retained in the ad information retaining section; and

10 an ad information output section for outputting the read ad  
11 information.

1 2. The system for issuing receipts and advertising according  
2 to claim 1, wherein the consumable item is one of an ink cartridge  
3 and a rolled paper.

1 3. The system for issuing receipts and advertising according  
2 to claim 1, wherein the ad information retaining section retains  
3 information about a period of advertisement in which the ad  
4 information output section can output the ad information.

1 4. The system for issuing receipts and advertising according  
2 to claim 3, further comprising an amount-of-consumption  
3 measurement section for measuring a consumption amount of the

4 consumable item loaded onto the consumable item loading section,  
5 and

6 wherein the ad information output section is operable to stop  
7 outputting an advertisement when the consumption amount of the  
8 consumable item has reached a predetermined consumption amount  
9 read by the ad information reading section.

1 5. The system for issuing receipts and advertising according  
2 to claim 3, further comprising a time-of-use measurement section  
3 for measuring a period of time during which the consumable item  
4 loaded onto the consumable item loading section has been used, and  
5 wherein the ad information output section is operable to stop  
6 outputting an advertisement when the period of time during which  
7 the consumable item has been consumed has reached a predetermined  
8 period of consumption time read by the ad information reading  
9 section.

1 6. The system for issuing receipts and advertising according  
2 to claim 1, wherein the ad information retaining section includes  
3 a memory chip, and the ad reading section includes a memory reader  
4 for reading the ad information from the memory chip.

1 7. The system for issuing receipts and advertising according  
2 to claim 6, wherein the memory reader includes a read terminal for  
3 connecting a terminal of the memory chip when the consumable item

4 is loaded to the consumable item loading section.

1 8. The system for issuing receipts and advertising according  
2 to claim 6, wherein the memory chip includes an ad history  
3 information storage area for storing ad history information about  
4 an amount of advertisement output by the ad information output  
5 section,

6 the system further comprising: a write section for writing  
7 into the history information storage area the ad history  
8 information.

1 9. The system for issuing receipts and advertising according  
2 to claim 6, further comprising an end sensor for detecting  
3 depletion of the consumable item loaded to the consumable item  
4 loading section, and an ad information erasure section operable  
5 to erase information stored in the memory chip.

1 10. The system for issuing receipts and advertising according  
2 to claim 1, wherein the ad information retaining section  
3 corresponds to one of a linear bar code symbol and a two-dimensional  
4 symbol, and the ad information reading section includes a symbol  
5 reader for reading the symbol.

1 11. The system for issuing receipts and advertising according  
2 to claim 1, wherein the ad information output section includes a

3 print section for printing ad information on receipts and the like  
4 issued from the apparatus.

1 12. The system for issuing receipts and advertising according  
2 to claim 11, wherein the consumable item is a rolled paper, and  
3 the print section prints the ad information in a leading area of  
4 the next receipt in a recording paper unreeled from the rolled  
5 paper.

1 13. The system for issuing receipts and advertising according  
2 to claim 1, wherein the ad information output section includes  
3 a display section for displaying the ad information on a screen  
4 as image information.

1 14. The system for issuing receipts and advertising according  
2 to claim 1, wherein the ad information output section includes  
3 a sound output section for outputting the ad information as sound.

1 15. The system for issuing receipts and advertising according  
2 to claim 1, wherein the ad information reading section includes  
3 an ad information storage section for storing the ad information  
4 read from the consumable item, and the ad information output  
5 section is operable to output ad information stored in the ad  
6 information storage section.

1 16. The system for issuing receipts and advertising according  
2 to claim 15, further comprising an end sensor for detecting  
3 depletion of the consumable item loaded onto the consumable item  
4 loading section, and an ad information erasure section operable  
5 to erase the ad information from the ad information storage section  
6 when the end sensor has detected depletion of the consumable item.

1 17. A receipt issuing apparatus for issuing receipts and  
2 advertising including:

3 a consumable item loading section for loading a consumable  
4 item including an ad information retaining section for retaining  
5 ad information;

6 an ad information reading section for reading the ad  
7 information retained in the ad information retaining section; and

8 an ad information output section for outputting the read  
9 ad information.

1 18. A method of issuing receipts and advertising comprising the  
2 steps of:

3 storing information in a consumable item;

4 reading the information from the consumable item when the  
5 consumable item is placed in a consumable item loading section of  
6 an information apparatus; and

7 outputting the read information from an information output  
8 section.

1 19. A method of issuing receipts and advertising, comprising the  
2 steps of:

3 retaining ad information in an ink cartridge;

4 reading the ad information from the ink cartridge by using  
5 an apparatus which issues receipts and the like and uses the ink  
6 cartridge as an ink supply source to print the ad information;  
7 and

8 printing the read ad information on a receipt and the like  
9 issued from the apparatus.

1 20. The method of issuing receipts and advertising according to  
2 claim 19, further comprising the steps of:

3 displaying the read ad information in the form of an  
4 advertisement on a display section.

1 21. A method of issuing receipts and advertising, comprising the  
2 steps of:

3 retaining ad information on a rolled paper;

4 reading the ad information from the rolled paper using an  
5 apparatus which issues receipts and the like and uses the rolled  
6 paper as a recording medium supply source to print the information;  
7 and

8 printing the read information on recording paper unreeled  
9 from the rolled paper, thereby recording the information on a  
10 receipt to be issued.

1 22. The method of issuing receipts and advertising according to  
2 claim 21, further comprising the steps of:  
3 displaying the read information in the form of an  
4 advertisement on a display section.

1 23. A consumable item having ad information retained therein to  
2 be used for the system for issuing receipts and advertising  
3 according to claim 1.

1 24. A rolled paper to be used in a printer, the rolled paper  
2 provided with an ad information retaining section which retains  
3 coded ad information.

1 25. The rolled paper according to claim 24, wherein the coded  
2 ad information is readable by a reader for decoding the coded ad  
3 information.

1 26. The rolled paper according to claim 25, wherein the ad  
2 information retaining section corresponds to a two-dimensional  
3 symbol.

1 27. An ink cartridge storing ink to be used for an ink-jet printer,  
2 the ink cartridge provided with an ad information retaining section  
3 which retains coded ad information.

1 28. The ink cartridge according to claim 27, wherein the corded  
2 ad information is readable by a reader for decoding the coded ad  
3 information.

1 29. The ink cartridge according to claim 28, wherein the ad  
2 information retaining section corresponds to one of a two-  
3 dimensional symbol and a memory chip.